Method 1 - Babbitt Score

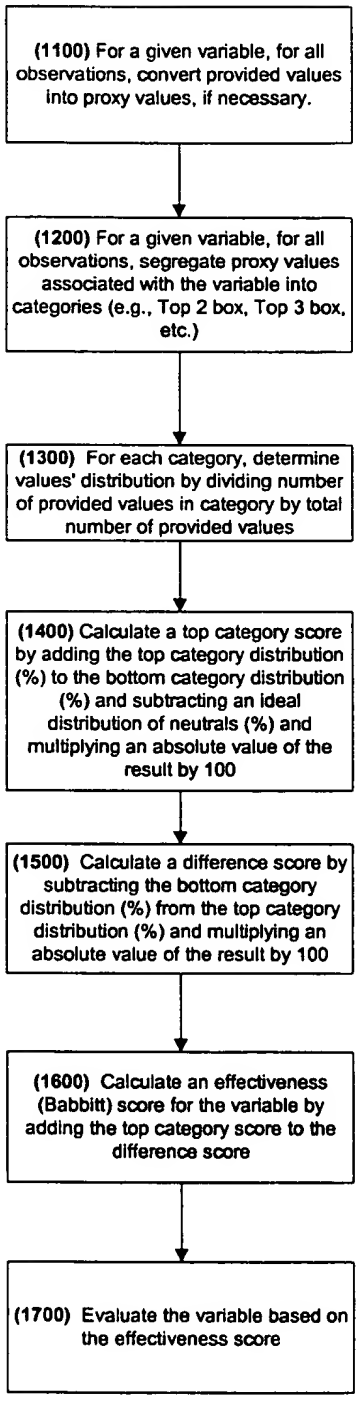

Fig. 1

Method 2 - Bestfit Clustering

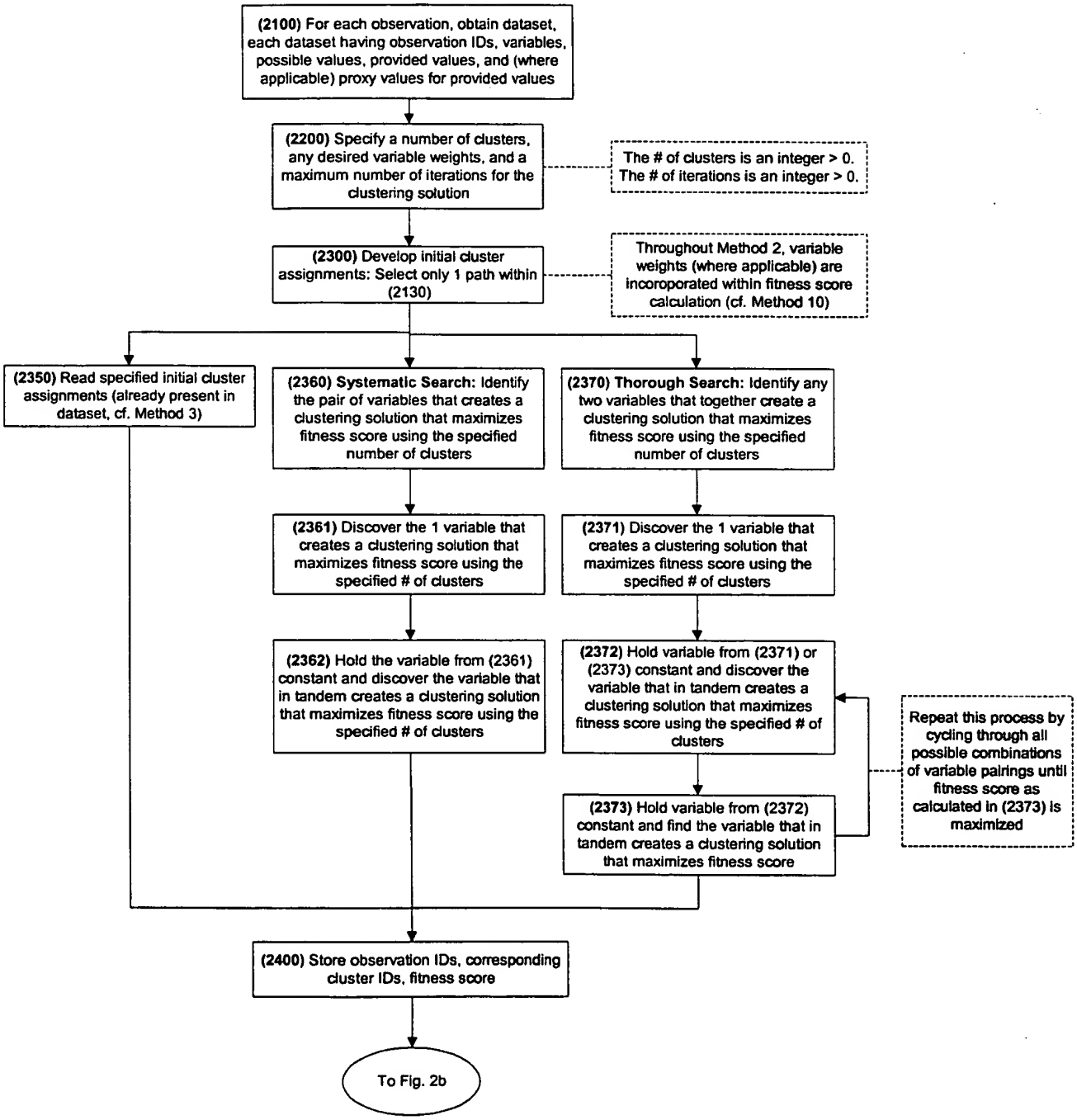

Fig. 2a

Method 2 - Bestfit Clustering - Continued

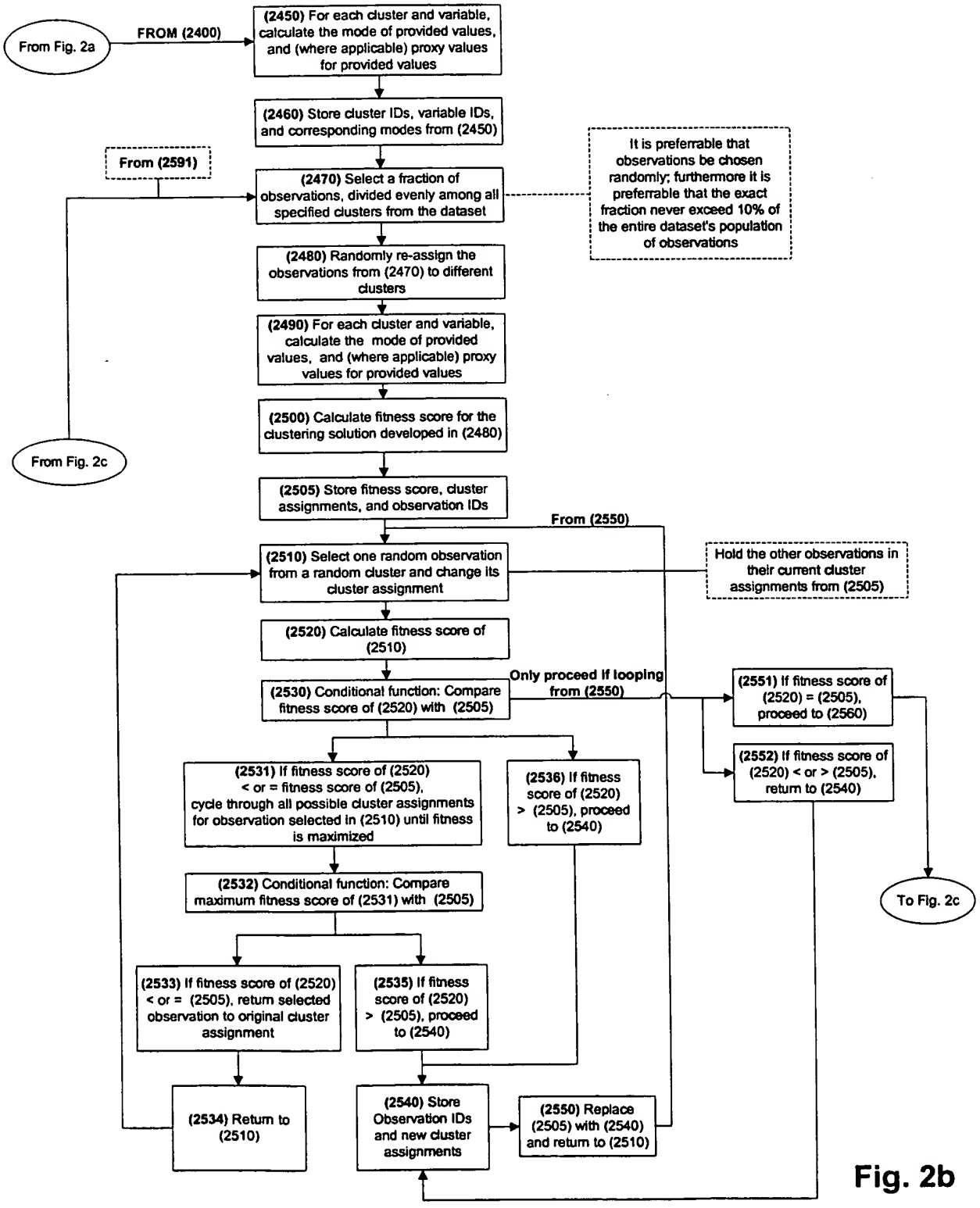

Fig. 2b

Method 2 - Bestfit Clustering - Continued

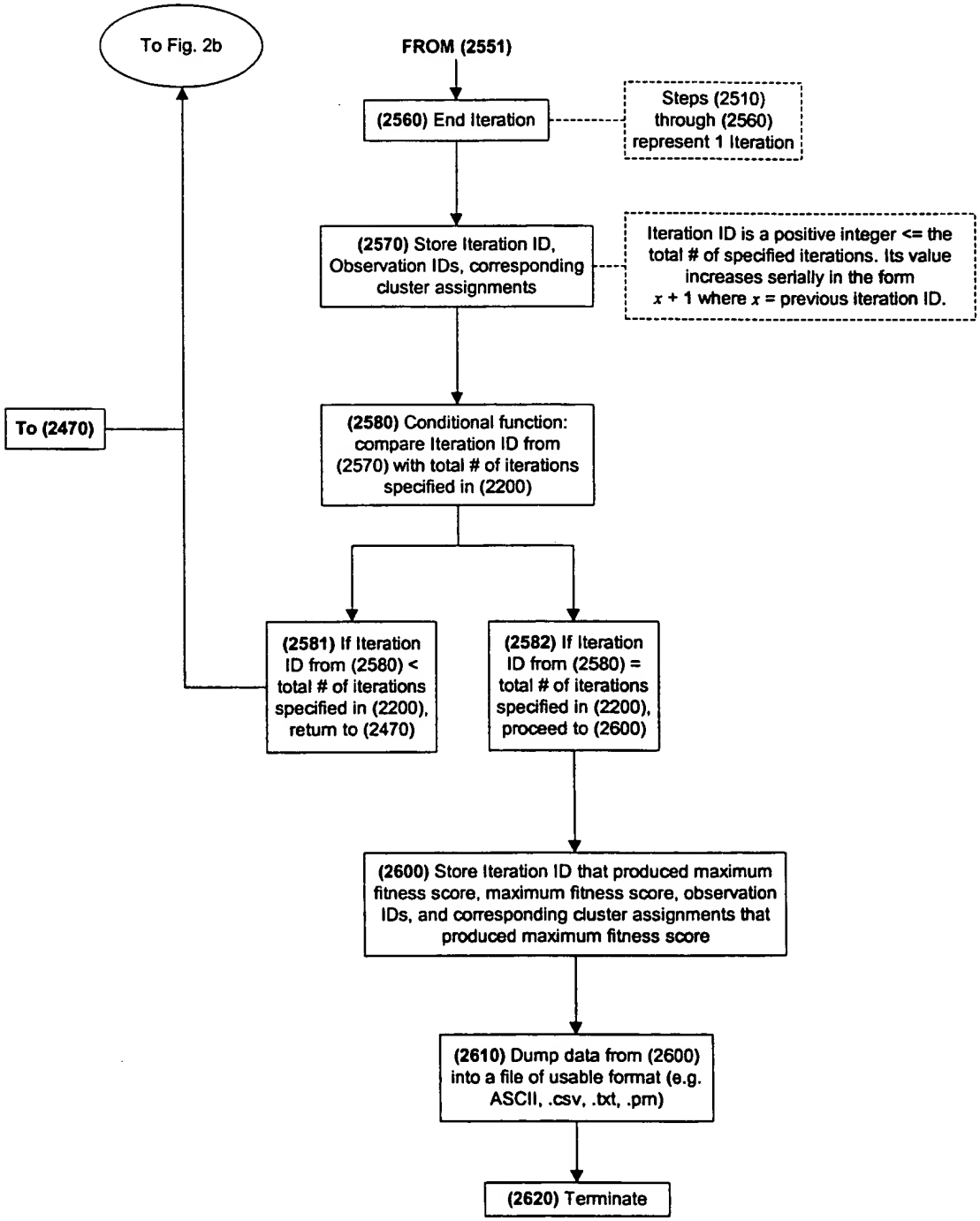

Fig. 2c

Method 3 - Champion/Challenger Clustering Refinement

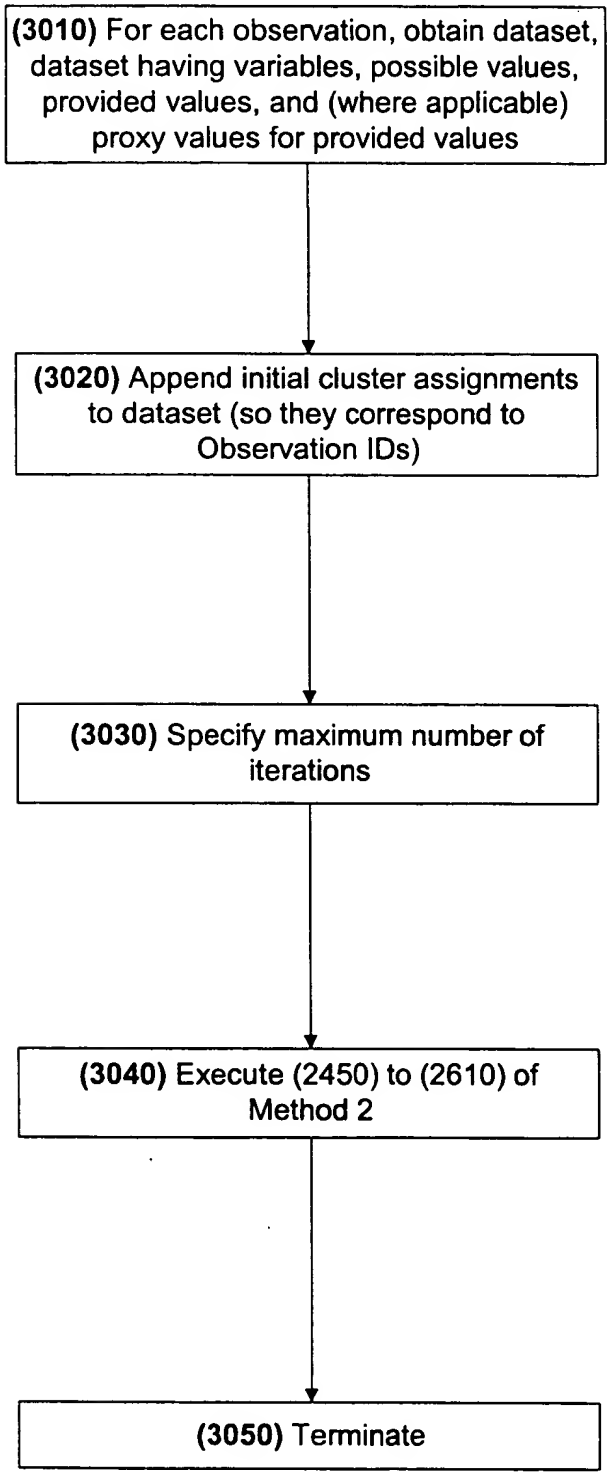

Fig. 3

Method 4 - Composition Analysis

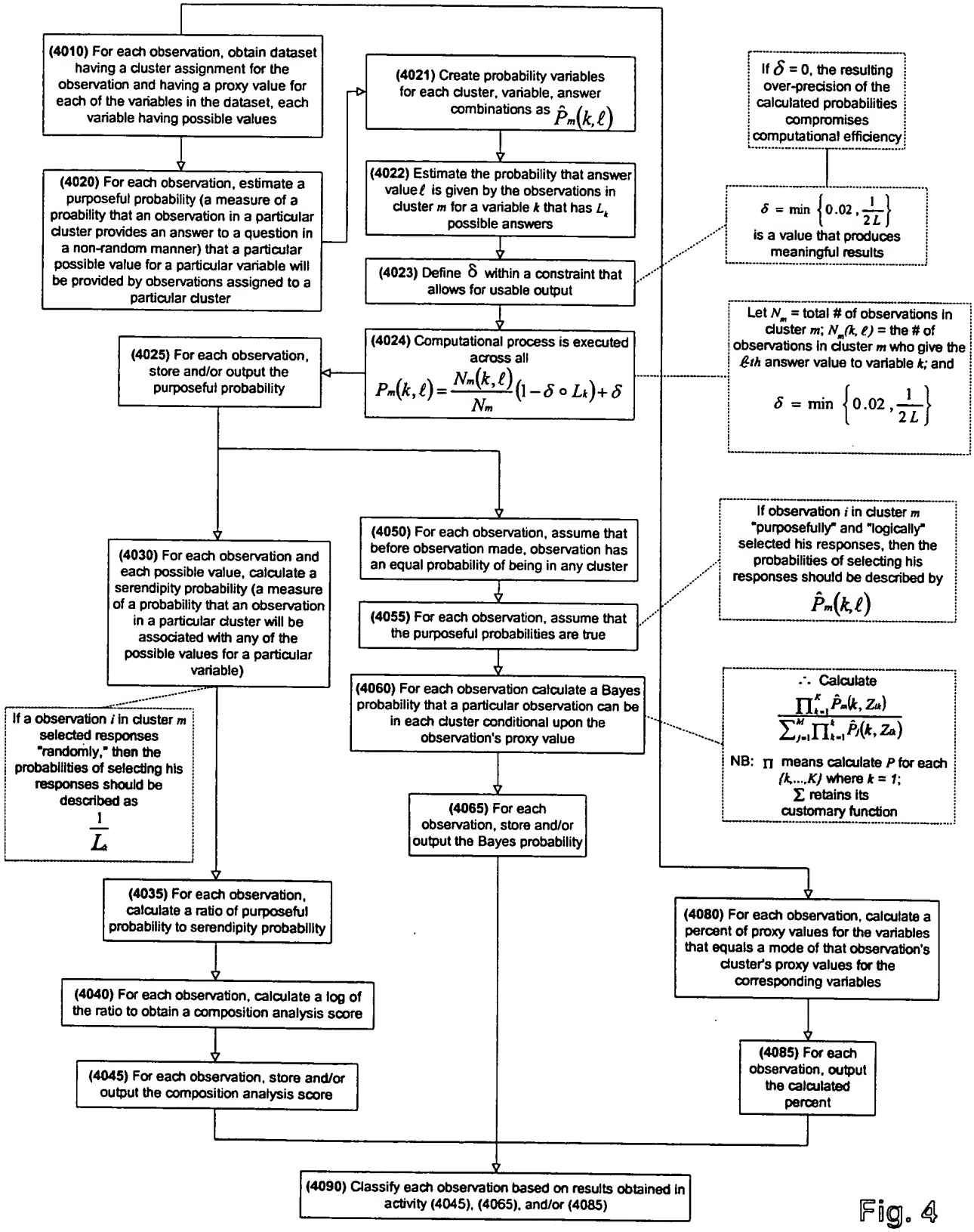

Fig. 4

Method 5 - Segmentation-on-the-Fly

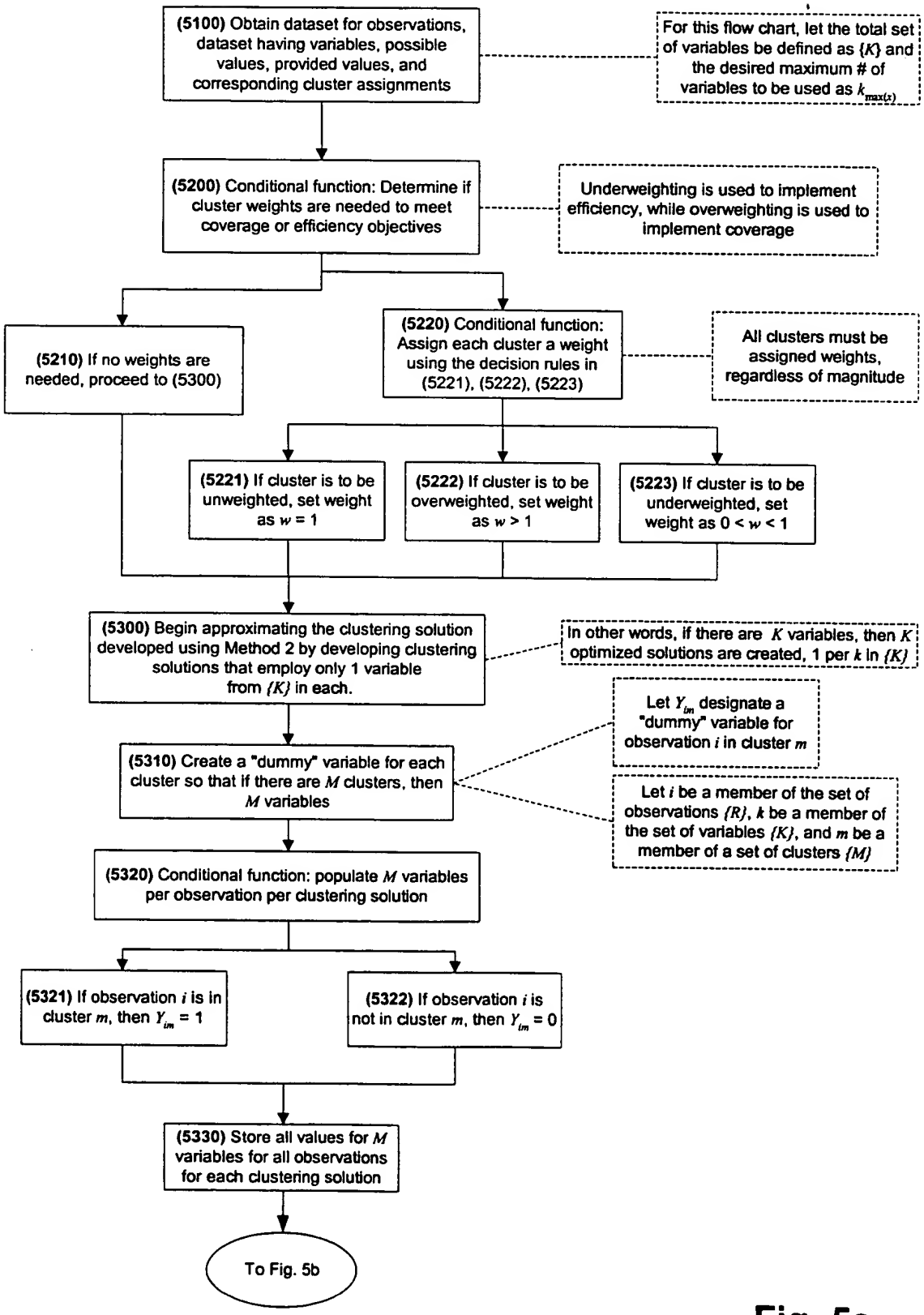

Fig. 5a

Method 5 - Segmentation-on-the-Fly - Continued

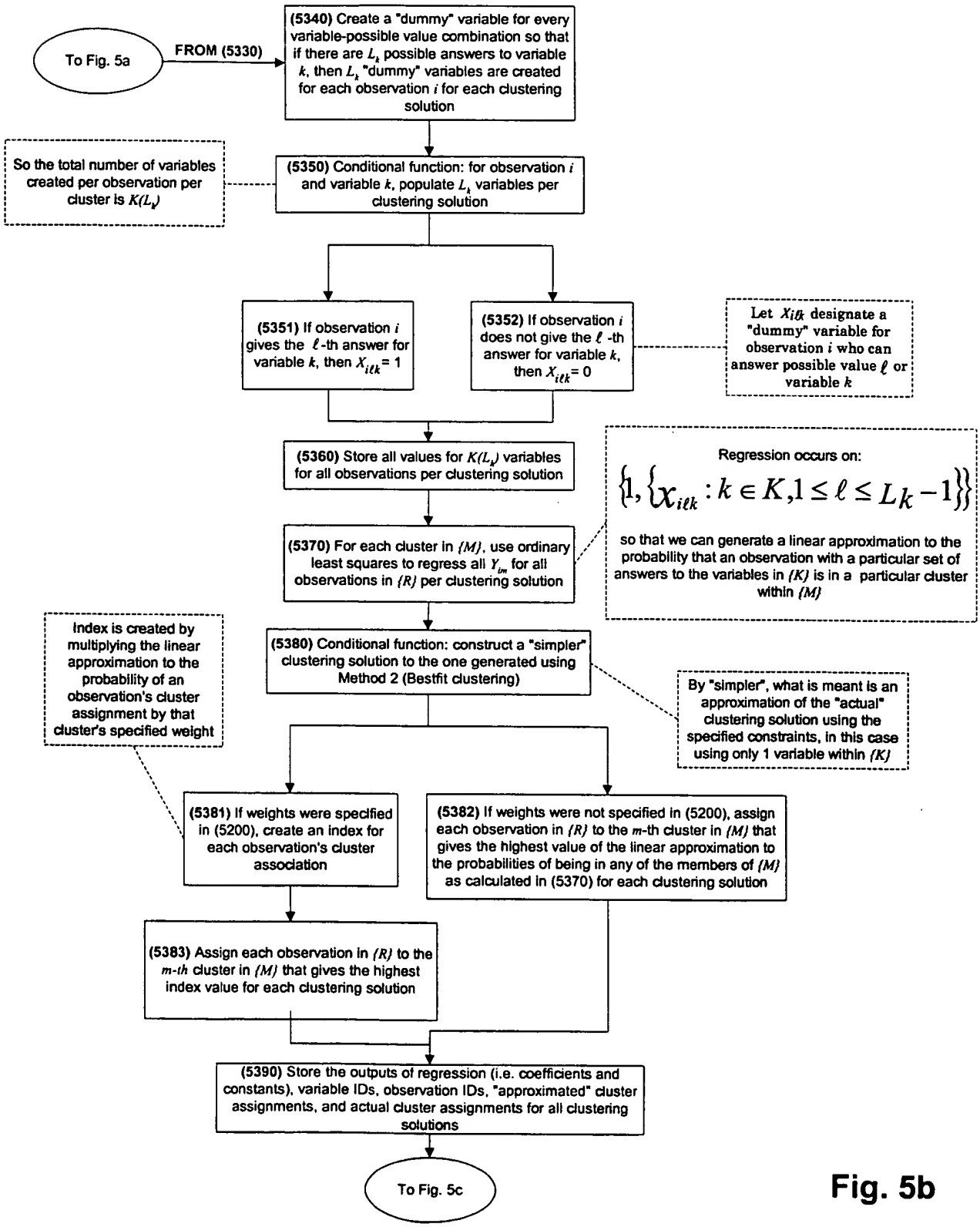

Fig. 5b

Method 5 - Segmentation-on-the-Fly - Continued

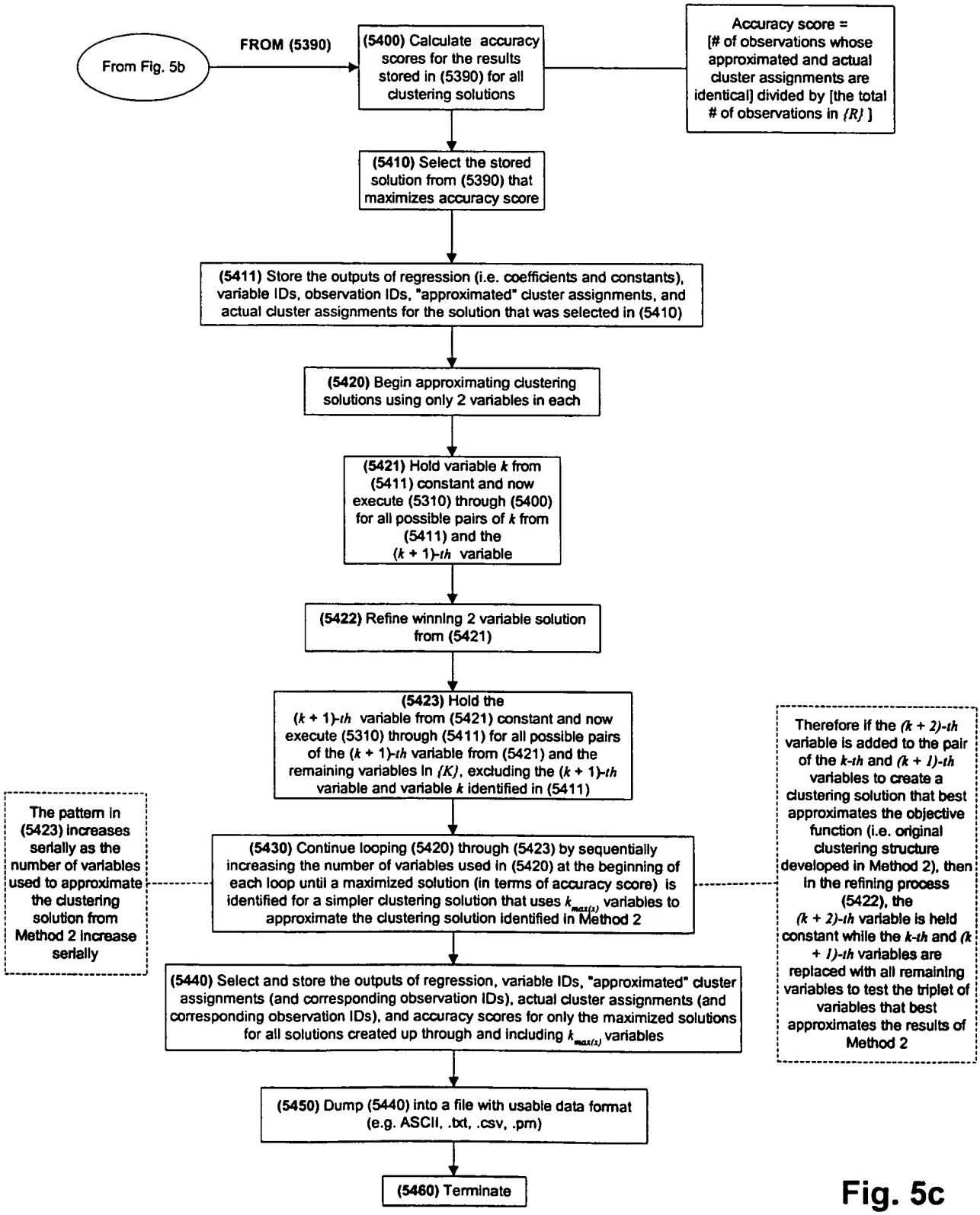

Fig. 5c

Method 6 - Behavioral Segment Scoring

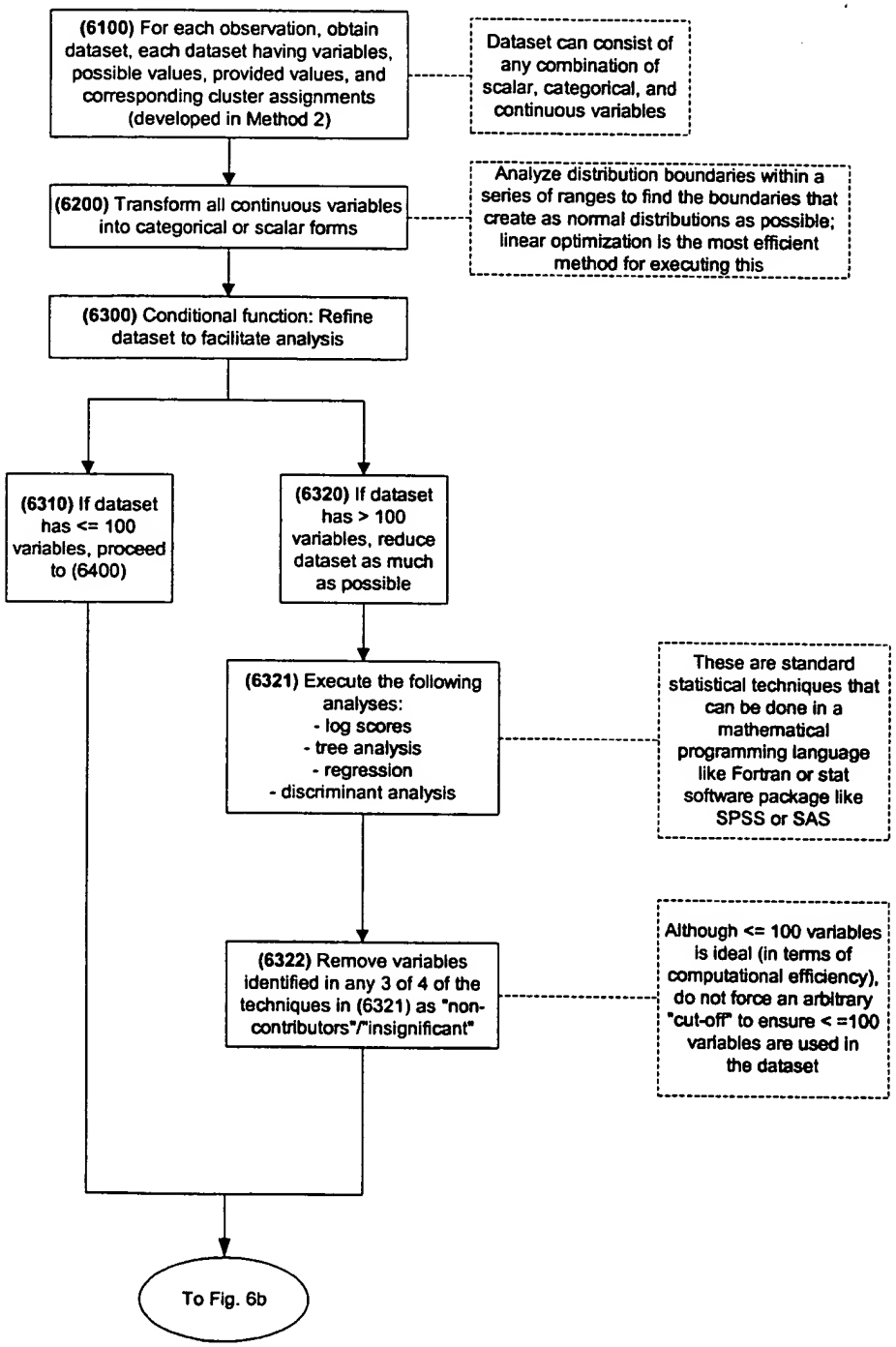

Fig. 6a

Method 6 - Behavioral Segment Scoring - Continued

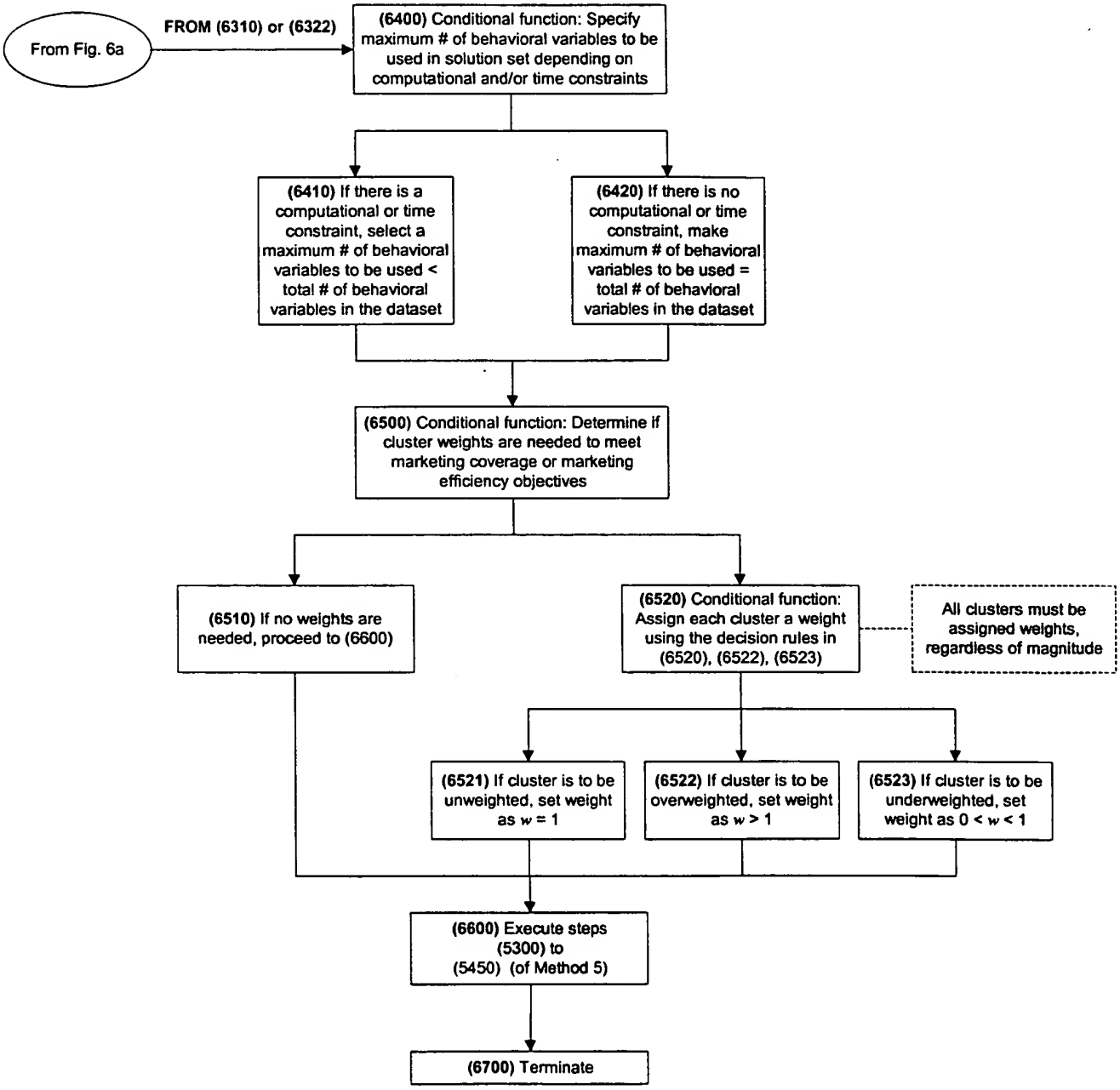

Fig. 6b

Method 7 - Panel Analysis

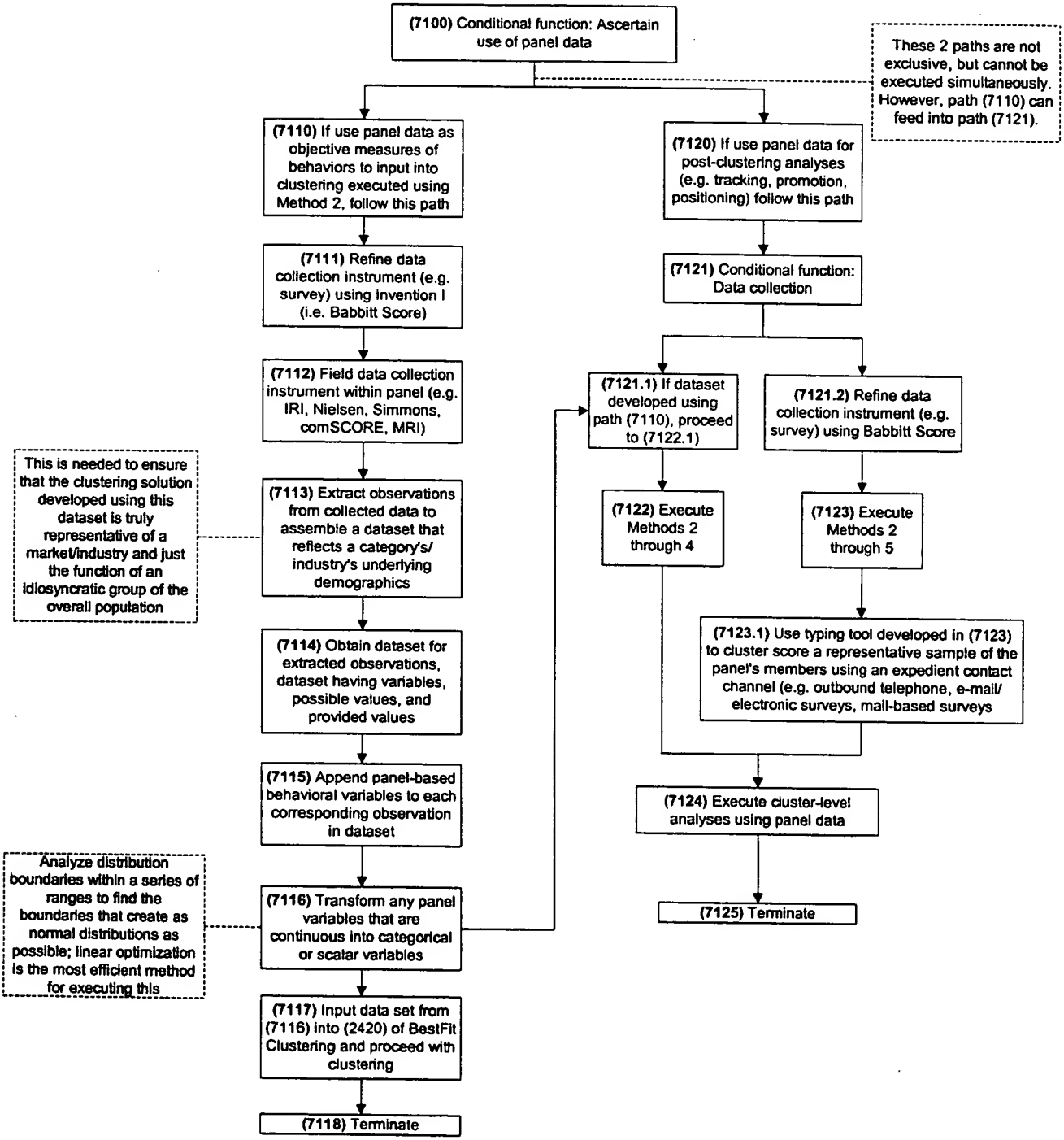

Fig. 7

Method 8 - Overall Segment-Based Marketing Process

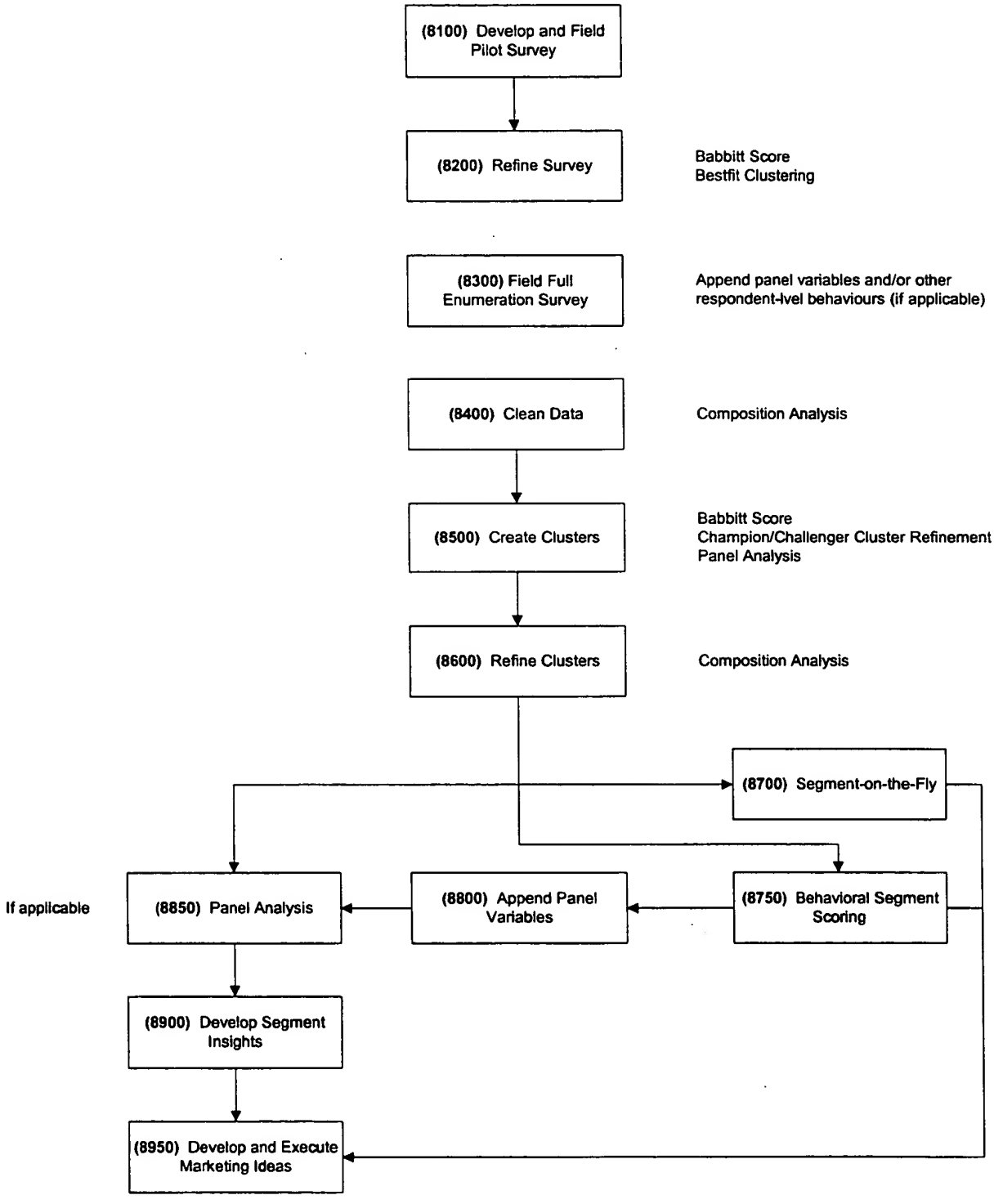

Fig. 8

Information Device 9

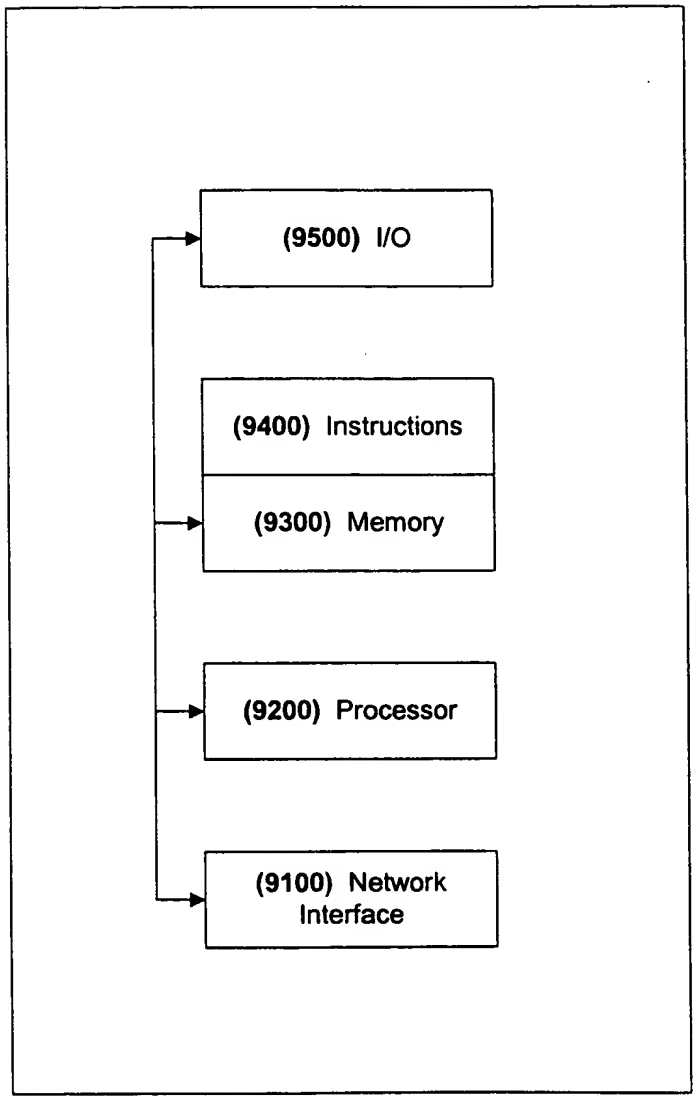

Fig. 9

Method 10 - Fitness Score Calculation

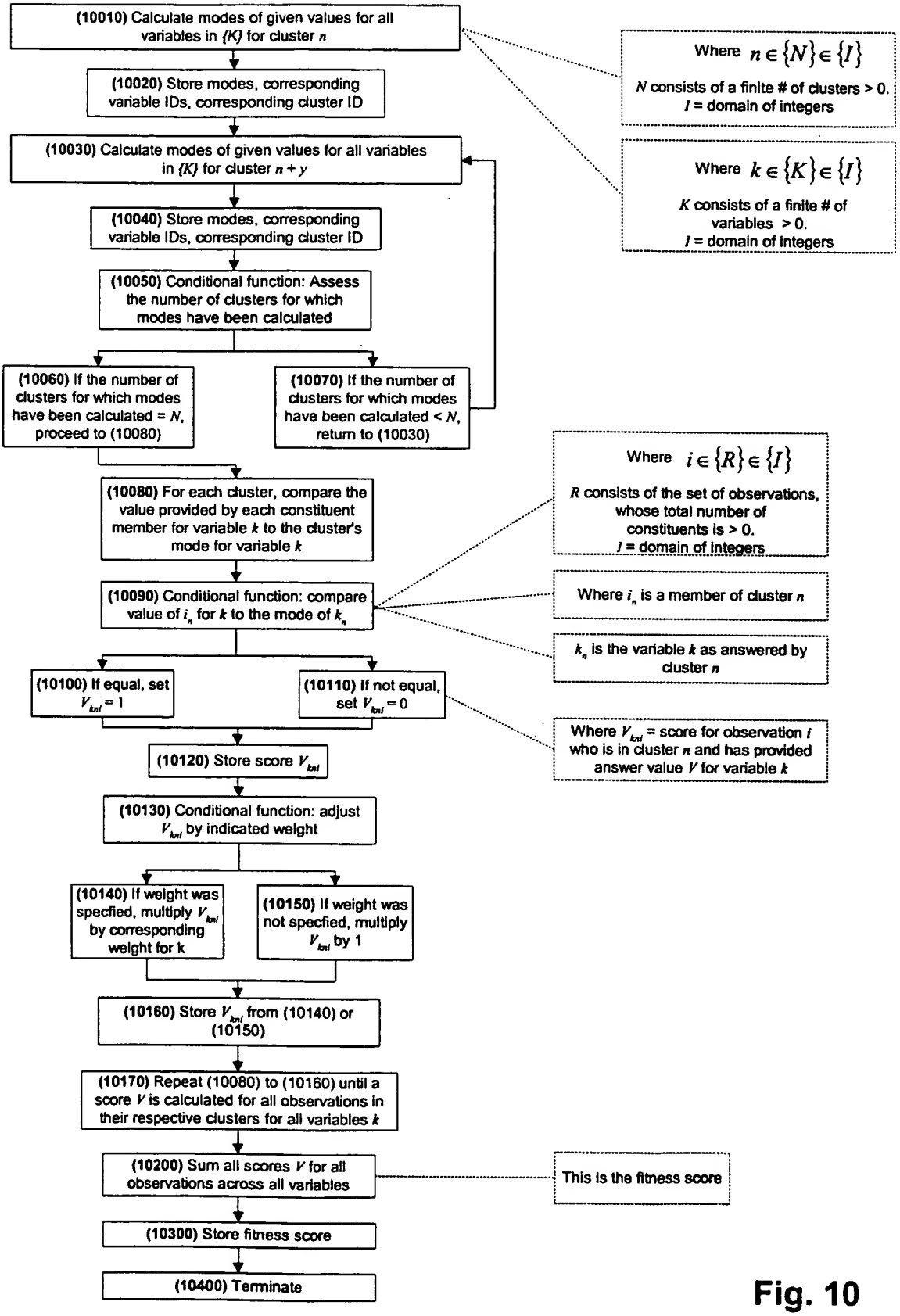

Fig. 10

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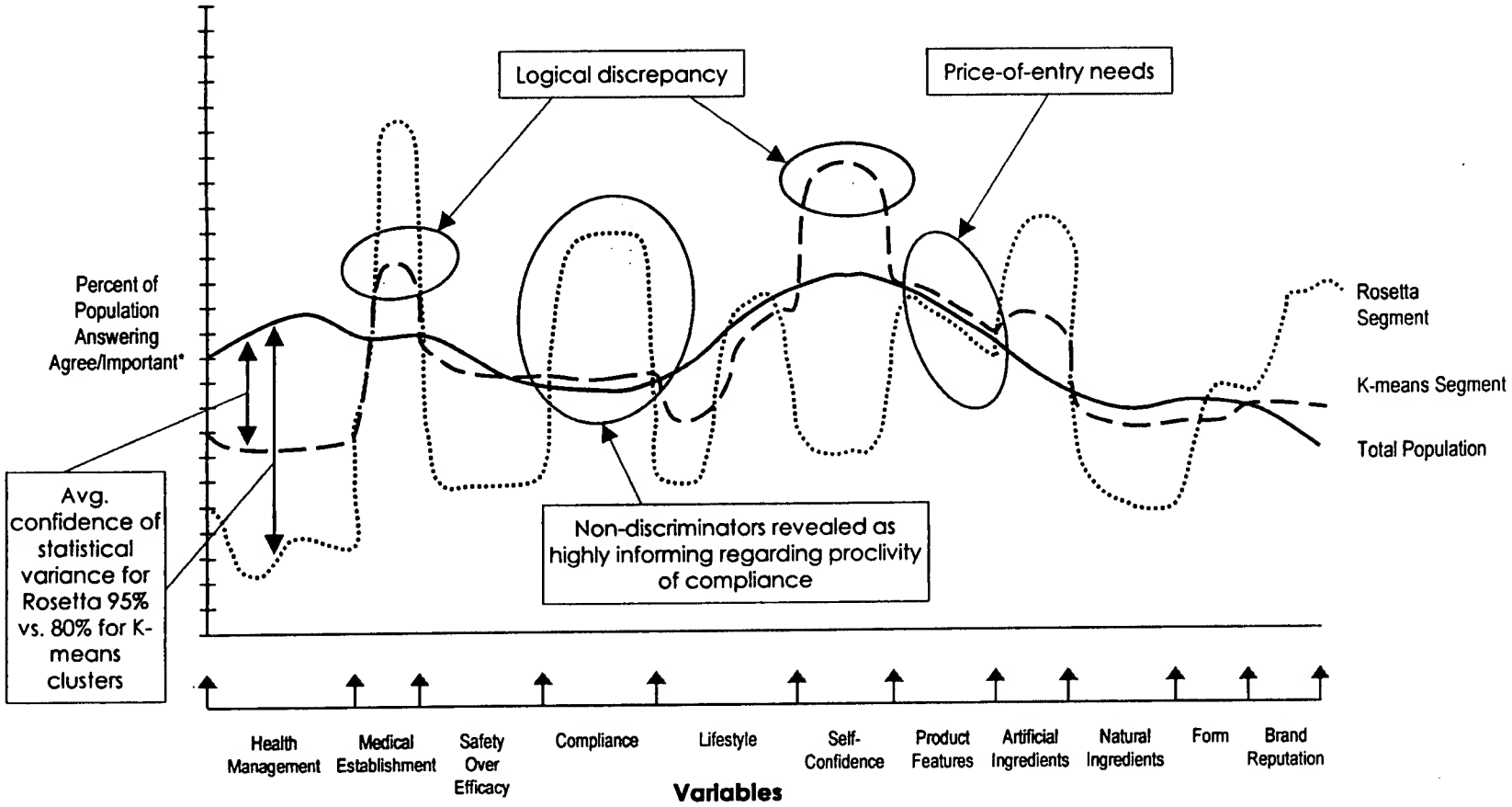
FIG. 11

Blinded Case Study



* Responses normalized for similar variables with opposite wording/phrasing.